

| CUSTOMER ACQUISITION ("SALES") COSTS OF AT&T AND OF CLPS THAT MARKET TO MASS-MARKET CUSTOMERS | | |
|--|--------|-------------|
| | Source | |
| Z-Tel (Management target) | (1) | \$50 |
| Z-Tel (Actual) | (1) | \$60 - \$70 |
| Talk America (Estimate of actual experience) | (2) | \$80 |
| AT&T (Estimate of actual experience) | (3) | \$125 |
| Sources: (1) James J. Linnehan, "Z-Tel Technologies, Inc. – Market Perform," Thomas Weisel Partners Merchant Banking, August 13, 2001 p. 3. (2) Vik Grover, "Raising Numbers Again," Kaufman Bros. Equity Research (KBRO Kaufman Bros. L.P.), April 30, 2003, p. 1. See, also, Josephine Shea, "Talk America Holdings, Inc." Morgan Joseph High Yield Research, May 27, 2003, p. 1. (3) David W. Barden, "AT&T Corporation: A Case for Consumer Services," Banc of America Securities—United States Equity Research, April 30, 2003, p. 20. | | |